NEW DORAL PACKAGING IS COMING

R. J. Reynolds has redesigned the packaging for all of its DORAL products. As you can see by the attached color photos, there's a new, brighter, more contemporary look to the package, better identification of the various types such as full flavor, light, ultralight, etc.

There is a very good likelihood that cigarettes will need to be merchandised out of reach of consumers in the near future. That makes packaging even more important. Not only in terms of it's eye appeal, but also in terms of shelf impact. The product will have to become the main method of brand advertising.

R. J. Reynolds will begin shipping the redesigned package product to wholesalers in the next few weeks and could begin to show up in stores as early as May 11. There are no changes to item numbers, UPC's, etc.

During June and July, R. J. Reynolds will support the "New Look" DORAL's with magazine ads, outdoor ads, and direct mail advertising that includes a sweepstakes offer called *"The Big American Adventure"*.

This sweepstakes is targeted to eligible smokers, 21 years of age or older. Entry forms will be available in your store. They will be shipped directly to all stores participating in the R. J. Reynolds "Partners Display Agreement".

There will be ten winners of a 9 day/8 night adventure trip plus 1,500 winners of a 2 piece canvas luggage set and 2,500 winners of a coupon for a free carton of DORAL's.

Look for the counter easel containing the entry blanks. R. J. Reynolds is also including other display material with the entry blanks, but we do not recommend its use.

Doral new pkg.doc

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